

M/WBE Talk

One Ashburton Place, Room 1017, Boston, MA

**From the Board—AMP and the Legislature...Partners in Success
advancing opportunities for Minority and Women Owned
Businesses.**

—Janet Santa Anna, The Resource Connection (WBE)

The 5th Annual
Affirmative Market
Program Legislative
Breakfast sponsored by

the impact that
MWBE's/ Small
Businesses have on
the Massachusetts

Representative Ted Speliotis were the keynote speakers in the legislative discussion. Senator Tarr and Rep. Speliotis are considered "Champions" of the AMP. Three years ago they took the lead on helping to secure funding for the AMP. Representatives Denise Provost, Brad Jones, Jr. and Pam Richardson also spoke about their support of AMP and the importance of supporting the AMP and its mission.



The AMP Business Advisory Board

the AMP's Business Advisory Board was held on Tuesday, November 18, 2008. The purpose of the breakfast focused on the role the AMP and its importance in ensuring that minority and women owned business have access and opportunity to do business with the Commonwealth of Massachusetts. The breakfast meeting also allows the members of the AMP's Business Advisory Board the opportunity to discuss

economy.

The Business Advisory Board (BAB) is proud to report record attendance this year. Minority and women business owners, AMP Coordinators, State Department personnel, members of the State Office of Minority and Women Owned Business Assistance (SOMWBA) and over 25 members of the Legislature gathered for the event.

Senator Bruce Tarr and State

Masters of Ceremonies, AMP Business Advisory Board Members, Patricia Vacca, NEOS (M/WBE) and Swapan Roy of Stellar Corporation (MBE) opened the event with a warm welcome and then introduced Ellen Phillips, Deputy State Purchasing Agent. She also provided an overview of the AMP's mission and saluted the achievements of

(See "AMP Legislative Breakfast" cont. on page 4.)

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Janet Santa Anna and State Representative Theodore C. Speliotis at the AMP Legislative Breakfast

AMP Advanced Training

– Gladymar Parziale, Acting AMP Executive Director

The AMP welcomed the New Year with another successful event. On January 22 the Affirmative Market Program and the AMP Business Advisory Board hosted our annual AMP Advanced Vendor RFR-Workshop - “Contracting with State Entities”. This training is designed for certified M/WBEs that have attended our basic and intermediate training and are ready to respond to a solicitation. We covered four contracting areas: commodities, service, construction & design. The event was a huge success with record attendance of 53 vendors.

The session included presentations from members of the AMP Business Advisory Board, which is composed of M/WBE vendors that have successfully done business with the Commonwealth. Board

members volunteer their time to help other vendors understand the ropes of doing business with the state. They talked about their experience in dealing with the

Commonwealth procurement process and best practices.

In addition, we invited Operational Services Division’s (OSD) Procurement Director, Dick Mordaunt, who provided information regarding OSD function and understanding the procurement process, policies and procedures. The Department of Capital Asset Management (DCAM) was represented by their Senior Compliance Officer, Ripton Rowe. He gave the group an overview of construction & design and its applicable laws. This presentation was of special interest to many vendors in the room as there was a large representation of M/WBE involved in this field. Following up in this topic we had John Monteiro, AMP Board Member and President of ASEC Corporation (engineering) who walked us through the process of doing projects specifically with the Massachusetts Highway Department. We closed the event with a presentation by Joan Matsumoto, e-Procurement Director at

the Operational Services Division. She provided a great demonstration on

how to navigate the Comm-Pass system and benefits of subscribing to SmartBid. Because the AMP Board Members volunteer their time to conduct the AMP Advanced Vendor RFR-Workshop we are only able to offer it

once annually. We encourage any M/WBE interested in doing business with the Commonwealth participate when this training is offered. Coming up next we are hosting a brand new training “Marketing that Works” developed by a certified WBE to assist certified vendors in marketing their business to state entities. For more information please turn to page 6. On April 28 we will be offering our Intermediate Vendor Training, another M/WBE favorite that is sure to fill up quickly. All of our training opportunities are posted on the Affirmative Market Program Services Page at our website: www.mass.gov/amp as well as on page 6 of this newsletter.



**Gladymar Parziale,
AMP Acting Executive
Director**

*“If you’re
walking down
the right path and
you’re willing to
keep walking,
eventually you’ll
make progress.”*

~ Barack Obama



**The Affirmative Market Program Team From Left:
Donna Fleser, Maria Gonzalez and Gladymar Parziale**

In the Spotlight: Gustin Advertising (WBE) - John LaCortiglia

Founded in 1998 in Franklin, MA, Gustin Advertising is a full-service marketing and media company with in-house creative and production capabilities that serves a broad, regional, national and international client base, ranging from small businesses to Fortune 500 companies.

Certified as a Woman-Owned Business Enterprise (WBE) by the Massachusetts State Office of Minority and Women Business Assistance (SOMWBA), Gustin is currently a contractor on Massachusetts Statewide Contract PRF33, which encompasses marketing, advertising and design services.

According to John LaCortiglia, Gustin's Business Development Director, "The AMP beginner and intermediate training seminars proved to be great resources for our company.

Since becoming a state vendor, we've had the opportunity to provide services to several state agencies and look forward to continuing to expand our partnerships. We have had the pleasure of partnering with several SOMWBA companies, as required by the contract we are a part of. These new affiliations have given us additional opportunities to utilize the services of these companies in our day-to-day operations."

Gustin's team-based approach brings a group of creative minds, each with diverse backgrounds, talents and industry experience, to every project. The company's dedication to proactive customer service, as well as the ability to deliver solutions that are innovative as well as cost-effective, have made Gustin Advertising the agency of choice for satisfied customers in every

industry including education, finance, municipalities, high-tech, hospitality, biotech, and health care.

Gustin Advertising offers a full menu of services, including but not limited to, brochure, logo and general print design, public relations, radio and TV commercials production, copywriting and proofreading services, code-based Web design and practical

e-commerce solutions. They also provide media buying and placement for print, TV, radio, cinema, transit and online options, as well as a full complement of human resources communication services.

For more information, call Gustin at (508) 541-1238 or visit their Web site at: www.gustinadvertising.com.

Menotomy Women's Leadership Exchange

— Robin Cohen, President, Chameleon Consulting (WBE, DBE)

There are many excellent resources available for women who want to learn how to start a business but where do seasoned business women turn for advice? To each other! After sixteen years of owning a small technology firm I found that many times I sought assistance from other women in similar positions and found women coming to me to brainstorm an idea or for help with a business problem.

About six months ago we decided to create a group where local women business owners could gather and learn and share their experience and the Menotomy Women's Leadership Exchange was

born. Since business women are often juggling multiple life roles we chose to meet once a month for lunch to fit best into those busy schedules. Our goal is to have a mix of educational programs and structured networking activities focused on sustaining and growing business.

Our first meeting included an excellent presentation by Gladymar Parziale called **State Government Opportunities Toolkit** designed to help the women in our group understand the state contract system and how they might position their company to compete. Tips on getting SOMWBA certified, navigating the state procurement system (Comm-

Pass), and taking advantage of the AMP Business Advisory Board's mentoring program were all discussed.

As the women of Arlington, Lexington, Cambridge and surrounding towns continue to build the Menotomy Women's Leadership Exchange we hope that women in other communities will create their own groups. Sharing and supporting each other especially during tough times can bring out the best in us and our communities.

For more information about the Menotomy Women's Leadership Exchange Group or would like to attend the next meeting please contact Robin at 617-877-2578 or email robin@chamcon.com.



"I find that the harder I work the more luck I seem to have."

~ Thomas Jefferson



**Robin Cohen, President,
Chameleon Consulting**

AMP Legislative Breakfast —continued from page 1.

the program. Ellen talked about the



Deputy State Purchasing Agent Ellen Phillips and State Purchasing Agent Ellen Bickelman

successes of the program and the notoriety the AMP experienced this past year. Ellen said, "The AMP is being recognized by other states as a model program." She is proud to support the work of the AMP and to share with others why the program works so well.

Ellen Bickelman, State Purchasing Agent provided an overview of the AMP's goals and results. Noting that the expenditures have increased for both

certified minority and women owned businesses. She stated, "FY 2007 was one of the most successful and productive years for the Affirmative Market Program as a result of the hard work, commitment and innovation of AMP staff, AMP department coordinators and the AMP Business Advisory Board. Ellen thanked the Administration and the Legislature for its continued support of Executive Order # 390 through appropriating funding over the past two years for the AMP. She noted that funding has translated into increases in outreach and training opportunities for certified minority and women owned businesses.

In fiscal year 2007, the combined total of M/WBE statewide expenditures for Goods and Services was \$488,672,661, which represents an increase

of \$62,416,526 or 15% over FY 2006 statewide spending. This is a positive indicator that departments continue to be cognizant of their responsibilities under Executive Order 390 and are contracting

with certified minority and women owned companies to meet their commodity and service needs whenever possible. Some additional Accomplishments:

- FY 2007 MBE commodities & services expenditures totaled \$205,159,006 which represents an
- 8% increase over FY 2006.
- FY 2007 WBE commodities & services expenditures totaled \$283,513,655 which represents a



Janet Santa Anna, AMP Advisory Board shakes hands with State Senator Bruce E. Tarr at the Breakfast.

- 20% increase over FY 2006.
- FY 2007 M/WBE subcontracting participation totaled \$37,486,493 which represents a 55% increase over FY 2006.

Janet Santa Anna, The Resource Connection (WBE) and Mike Kaye of Arvest Press (WBE), and members of the BAB led the discussion about the role of minority and women owned businesses /small businesses have on the local economy. Noting that small businesses are the backbone of the economy. Janet noted:

- 85-90% of Minority and Women owned businesses are Small Businesses.



Michael Kay, AMP Business Advisory Board chats with a WBE

"If you have knowledge, let others light their candles in it."

- Margaret Fuller

FREE M/WBE Networking Opportunity!

Meet and network with Senior Staff and Procurement Officials from the Mass. Department of Correction

Thursday, April 30th
9:00 am to 12:00 pm

At The Gym at
The Northeastern Correctional Center
976 Barretts Mills Rd.
West Concord, MA

For info contact:
hepineda@doc.state.ma.us



Ronald Marlow, Asst. Secretary for Access and Opportunity and Maria Gonzalez, AMP Business Coordinator

- Small Businesses create on average two-thirds of net new jobs annually
- Small businesses produce roughly half of the private Gross Domestic Product (GDP)

Janet and Mike encouraged the Legislature and all attendees to continue to support the AMP and to take notice of the important role MWBE's have on the Massachusetts economy.

Ron Marlow Undersecretary Access and Opportunity addressed the initiatives of expanding access and opportunity for minority and women owned businesses. Ron believes that by working together we can make a difference in Massachusetts. Ron says, *"Equity of opportunity is not the enemy of efficiency...it is the promise of Democratic governance."* The first action taken by Marlow was to bring together staff of SOMWBA, OSD and AMP to identify ways to improve coordination of effort and enhance collaboration. An immediate outcome of

this effort has been establishing a goal of increasing the use of MBE and WBE firms by 20% in FY09 (July 1, 2008 – June 30, 2009)

Robin Cohen, Chameleon Consulting (WBE) provided

an overview of the partnership between the Legislature and the AMP. Robin pointed to the map that highlighted each city and town that has a



AMP Business Advisory Board member Robin Cohen at the AMP BAB Legislative Breakfast

minority or women owned business in operation. Robin talked about the important relationship between the Legislature and their constituents that are M/WBE's / Small businesses working together to grow a successful economy in Massachusetts.

Other members of the AMP Business Advisory Board talked about the benefits of the Affirmative

Market Program. Shirley Young, Global Advanced Technology (M/WBE), John Monteiro, ASEC Corporation (MBE), Josie Haywood, Executive Analytics & Design, Inc. (M/WBE), shared how the AMP helped to advance their business experience and how important it is to have an Affirmative Market Program in place in Massachusetts.

Loretta

DeGrazia, East Coast Petroleum (WBE) gave the closing remarks thanking everyone for attending and for supporting the important works of the Affirmative Market Program.



Seema Gupta, CAE Solutions and Gladymar Parziale, Affirmative Market Program Acting Executive Director

"I'm not afraid of storms for I am learning to steer my ship."

- Louisa May Alcott



Patricia Vacca, AMP Business Advisory Board chats with Richard Mordaunt, OSD Procurement Director

AMP SPONSORSHIPS

The AMP hosts several events during the year and is always looking for sponsors.

If your company would like to provide a sponsorship and be recognized in our marketing materials, please contact the AMP Help Desk at (617) 720-3359 or at amp@state.ma.us. Thank you.

Photos of the AMP Legislative Breakfast courtesy of Chery Richards Photography (WBE) www.cherylrichards.com



Affirmative Market Program

One Ashburton Place, Room
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"Opening Doors and
Creating
Opportunities for
Minority and Women-
Owned Businesses."

Upcoming AMP Events

- Marketing that Works, Erich Lindemann Mental Health Center, 25 Staniford Street, Boston Feb. 18, 10:00 am. To noon
- How to Write an Effective AMP Plan, One Ashburton Place, Room 1017, Boston, Feb. 19 & 25, and March 12 from 10:00 am. To noon
- AMP Coordinator's Meeting, One Ashburton Place, Room 1017, Boston, March 10, 2009, 10:00 a.m. to noon
- AMP Workshop for Departments One Ashburton Place, Room 1017, Boston, February 26, 9:00 am. To noon
- AMP Basic Vendor Training at One Ashburton Place, Room 1017, Boston, March 19, & April 22, 10:00 am. To noon
- How to Navigate Comm-PASS Workshop, One Ashburton Place, 10th Fl., Boston, April 16, 10:00 a.m. to 12:30 p.m.
- AMP Intermediate Vendor Training, One Ashburton Place, 21st Floor, Boston, April 28, 8:45 a.m. to 2:00 p.m.



AFFIRMATIVE MARKET PROGRAM

AMP Workshop Series presents:

MARKETING THAT WORKS

The Commonwealth's Affirmative Market Program invites all Minority and Women Business Entrepreneurs (M/WBES) and non-certified Prime Contractors to our newest **FREE** workshop — "Marketing That Works".

FEBRUARY 18TH, 2009—10:00 AM TO 12:00 PM

This workshop will be hosted by Direct Associates, a SOMWBA certified direct marketing agency, who will show you how to make your marketing work harder by focusing on the four key steps to results: relevance, resonance, response and ROI. You will cover the basic steps for building a marketing strategy and choosing the most effective channels to use — both online and offline.

And, show why measuring your marketing's effectiveness is the key to its long-term success.

- See real examples of what works and does not work, *and why*
- Learn how the latest digital tools can increase results dramatically
- Explore how to build synergy between your marketing efforts and increase overall success
- See case studies for both consumer and business campaigns with actual results
- Ask questions and discuss your specific challenges

LOCATION: Erich Lindemann Mental Health Center
25 Staniford Street, Boston, MA 02115

QUESTIONS/CONTACT: Maria Gonzalez-Walker
AMP Help Desk at 617-720-3359 or email at amp@state.ma.us

REGISTER TODAY:

Email us your contact information at: amp@state.ma.us

Registration via email only. Space is limited to 50 attendees.

This workshop is free.

Save the Date: April 16, 2009—10:00 a.m. to 12:30 p.m. **"How to Effectively Navigate Comm-PASS Workshop"**

When your looking for state contracts, it helps to know where to look. Comm-PASS provides public access to all interested parties at no cost. Comm-PASS promotes fair and open competition by providing a single point of contact for procurement in Massachusetts. Buyers can post opportunities and vendors can search an average of over 3,000 contracts FREE.

This presentation will cover both Free Access Tools and Fee-based SMARTBID Tools.

Location: The Charles River Room, 1 Ashburton Place, 10th Floor, Boston, MA

Questions & Information: Maria Gonzalez-Walker, AMP Help Desk at 617-720-3359 or email at AMP@state.ma.us

This is a free workshop for M/WBE's only. Register early. Seating is limited.
Registration via Email only, please put "Comm-PASS Workshop" in the subject line.